

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
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R 040747Z MAY 76  
FM AMEMBASSY MANILA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4655

UNCLAS MANILA 6138

E.O. 11652: NA  
TAGS: BEXP, RP  
SUBJECT: TIMBER INDUSTRIES MARKET RESEARCH BID REQUEST

REF: A. USDOC 7272, B. MANILA 5506, C. MANILA 5231, D. USDOC 6046

1. EMBASSY HAS RECEIVED AND EVALUATED BIDS FOR MARKET RESEARCH.

2. ALTHOUGH THREE BIDS SUBMITTED, TWO OF THESE BIDDERS WERE UNWILLING TO ACCEPT ONE MONTH TIME LIMITATION REAFFIRMED BY REF A. ASIA RESEARCH ORGANIZATION, WHICH SUBMITTED BID OF PESOS 32,000 (EXCHANGE RATE IS P7.43 TO \$1.00), STATED IN ITS BID PROPOSAL THAT ABOUT 60 DAYS WOULD BE REQUIRED TO COMPLETE STUDY. EXECUTIVE MANAGEMENT GROUP, DESPITE HAVING RECENTLY COMPLETED A STUDY IN THIS FIELD, PROPOSED 6 WEEKS. ITS BID WAS PESOS 33,000.

3. ALTHOUGH EMBASSY REGARDS TIME ESTIMATES OF THESE TWO FIRMS AS MORE REALISTIC THAN ONE MONTH ALLOWED, THEIR FAILURE TO ACCEPT ONE MONTH LIMIT APPEARS TO RULE THEM OUT FROM FURTHER CONSIDERATION.

4. REMAINING FIRM, SUPERIUS MANAGEMENT AND INVESTMENT CORPORATION, ALSO BELIEVES THAT A LONGER TIME PERIOD SHOULD BE PROVIDED BUT INDICATED PRIOR TO RECEIPT REFTTEL A THAT IT WOULD MEET ONE MONTH DEADLINE IF LONGER PERIOD NOT AGREED TO BY COMMERCE. AT PESOS 30,000 SUPERIUS IS LOW BIDDER, AND ITS STAFF APPEARS QUALIFIED. EMBASSY HAS SERIOUS MISGIVINGS AS TO LIKELY CONSEQUENCES FOR QUALITY  
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OF STUDY WHICH WILL RESULT FROM ITS HASTY NATURE AND

SUSPECTS THAT SUPERIUS MAY HAVE MISJUDGED ITS ABILITY TO COMPLETE STUDY IN TIME FRAME WHICH OTHER RESEARCHERS HAVE REJECTED. NEVERTHELESS, EMBASSY RECOMMENDS THAT CONTRACT BE AWARDED TO SUPERIUS.

5. SUPERIUS IS A RELATIVELY NEW FIRM, WHOSE PRESIDENT, VICENTE VALDEPENAS, IS FAVORABLY KNOWN TO EMBASSY. HE HOLDS PHD IN ECONOMICS FROM CORNELL, IS CHAIRMAN OF ATENEO ECONOMIS DEPARTMENT, AND HAS JUST BEEN APPOINTED UNDERSECRETARY OF DEPARTMENT OF TRADE. CONSULTANTS LISTED IN COMPANY BROCHURE ARE AN IMPRESSIVE GROUP.

6. FOUR OF FIVE STAFF MEMBERS ASSIGNED TO STUDY ARE CANDIDATES FOR MASTER'S IN ECONOMICS WHILE FIFTH HOLDS A.B. IN ENGLISH FROM WELL REGARDED INSTITUTION. FOUR OF FIVE ARE NEW TO FIRM SINCE ITS FOUNDING, AND NO INDICATION IS PROVIDED IN BID PROPOSAL OF ANY EXTENSIVE MARKET RESEARCH EXPERIENCE.

7. EMBASSY IS POUCHING BIDS OF ALL THREE FIRMS. AS INDICATED ABOVE, SUPERIUS IN RESPONSE TO EMBASSY QUERY AS TO MEANING OF ITS STATEMENT UNDER ITEM V, TIME FRAME, STATED IT WOULD ABIDE BY WHATEVER TIME FRAME COMMERCE SPECIFIED.

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